

COLOR TV

Has the time finally come to buy?

COLLISION INSURANCE

Save your money

EXTRA-LIFE LIGHT BULBS

Are they worth buying?

CORFAM SHOES

Something to watch for when you buy them

ELECTRIC TOOTHBRUSHES

Are they for everybody?

EGGS

What's the best way to store them?

"BUGGED" AUTOS

Is the salesman listening in on you?



SEE INSIDE

CONSUMER REPORTS

PUBLISHED BY CONSUMERS UNION, MOUNT VERNON, N. Y. 10550 / A NON-PROFIT ORGANIZATION

NON-PROFIT ORG.

U. S. POSTAGE

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Mount Vernon, N. Y.

Permit No. 47

THIRD CLASS

*If ever you feel
you're being "had"
...welcome:*

THEODER H NELSON
BOX 1546
POUGHKEEPSIE NY 12603



"I'd sure hate to be in our creditors' shoes *this* month!"

Cartoon from a magazine that, in other respects, is dead serious: **Consumer Reports**, the non-profit journal that's concerned exclusively with saving you money on everything you buy. This letter offers you a rare chance to subscribe at considerable savings, and in the bargain, to acquire a valuable book, **FREE**.

Dear Consumer:

If you pride yourself on prudent management of household finances ... but if the first of the month, nevertheless, always seems darker than the other 29 or 30 days ... welcome to

CONSUMER REPORTS

... a unique magazine dedicated to helping you get the most out of every dollar you spend. A monthly magazine, timely as tomorrow's newest products. And a non-profit magazine, beholden to no one.

Consumer Reports calls spades spades, names names, lets chips fall where they may (and do.) Anyone past the age of buying penny candy knows not to expect the picture on the package to be a replica of what's inside... not to depend on the number of servings described on the label...not to expect a bargain just because of a "cents off" claim on the package... not to count on finding anything really new in the package boasting "New!" in big type, or even "New! New!"

But it takes a lawyer, for example, to figure out what a guarantee really covers. A research chemist to determine whether "additives" make any difference. An automotive engineer to help you decide between those two handsome cars, Ford's Mustang and Chevrolet's Camaro. A mathematician

to figure out exactly how much food you're getting for your money.

(In a recent California test, five women were given a shopping list of 14 common items, taken to a typical supermarket, and told to choose the packages that offered the largest quantity for the lowest price.

Although all women were college graduates and experienced shoppers, only 36 of the total 70 choices were correct. The reason? The 14 items were displayed in 246 different packages. Plain white rice alone was packed 14 different ways!)

Consumer Reports is your chemist, your engineer, your mathematician and then some. Because it refuses all advertising (the wherewithal for testing and reporting comes strictly from readers), the magazine is free to report to you with total candor --

-- to serve as your watchdog in supermarkets, department stores, discount houses, drugstores, automobile showrooms, gas stations, wherever cash registers gulp up your money.

Consumer Reports conducts tests on samples of brands and models bought by its shoppers on the open market at retail prices. Skilled and impartial engineers, chemists and technicians submit these products to rigorous tests, then rate models according to quality based on performance, convenience, durability, safety.

The results are reported to you by product name each month in handsomely illustrated articles, succinctly written and organized in a way that lets you decide which products are likely to be the best to buy.

You learn about features to look for when you go to the store. What to ask of the salesman. How much you should be paying. The best time to buy. How to understand financing methods and charges.

Buying suggestions, brand recommendations, product news, budgeting ideas, household and do-it-yourself tips -- Newsweek Magazine calls Consumer Reports "probably the magazine with the most decisive word on the quality of products." And small wonder. Consider these recent disclosures:

Electric toothbrushes. Before you buy one, Consumer Reports advises you to check with your dentist. You may have some oral condition that makes a manual brush the wiser choice.

Collision insurance. If you can afford to gamble the present market value of your car, Consumer Reports says don't buy this insurance. First, the odds of not having a collision are heavily in your favor. Second, uninsured collision losses over \$100.00, moreover, are tax-deductible;

collision insurance premiums are not.

Color TV. Has the time finally come to spend several hundred dollars to see color TV? Consumer Reports has some encouraging news; in general, the new color sets have better overall picture quality and are judged good in color fidelity.

Extra-life light bulbs. Consumer Reports' tests indicate that some extended and long life bulbs last even longer than their manufacturers claim. But since all extra-life bulbs achieve longer life at the expense of light output, stick with regular bulbs for reading, sewing, and other close work.

Eggs. Consumer Reports says forget that open egg shelf in your refrigerator. Eggs should be kept covered to retard dehydration and prevent absorption of food odors. Best container: the fibreboard carton the eggs are sold in; but keep them in the refrigerator.

Corfam shoes. Dupont claims its new material for shoe uppers looks and "breathes" like leather, weighs less, repels stains just as well and resists scuffing far better. Consumer Reports' tests indicate the claims are largely true. Be sure to get a good fit, however. If a Corfam shoe pinches at the store, it will continue to pinch.

"Bugged" autos. Consumer Reports reported not too long ago that some auto dealers not only "bug" sales booths where the customer is left alone to talk things over with his wife or friends, but according to a recent Senate committee witness, also put listening devices in demonstration cars.

Consumer Reports is organized around your shopping year. Before you start out to do Christmas shopping, you receive a special issue that highlights Best Buys. When the new cars make their appearance, a special issue rates models and compares performances and prices.

And your subscription begins with the most popular issue of all -- the 1967 Buying Guide that's often called

THE "SHOPPER'S BIBLE"

This 448-page handbook describes and rates more than 2,000 different products by brand name. Compare its recommendations against the brands you're now using. Consult it before making major new purchases. Take it along whenever you shop -- it covers everything from cameras to cap removers, television sets to toothbrushes, dishwashers to diapers.

If the hosannahs of Madison Avenue bring out the infidel in you, the time to send in the enclosed card is now.

Mailed today, this postpaid order form brings you a full year's subscription to Consumer Reports, including not

one but two editions of the famed Buying Guide (the current 1967 issue and, when published, the new edition for 1968.)

It also brings you at no additional cost one of the most useful and controversial books in recent years:

THE MEDICINE SHOW

Published in convenient paperback form at \$1.50, this 254-page volume puts a lie-detector to the entire drug industry. The book inspects labels (and assures you, among other things, that the best kind of aspirin to buy is the one that's cheapest) ... debunks advertising (all eye wash is just that. No remedy soothes peepers as well as nature's own free tears.)

... confirms your suspicions about laxatives (there's no such thing as a perfect, natural or entirely harmless one), youth creams (they don't turn back time), vitamin pills (healthy people who eat balanced diets don't need them.)

The Medicine Show relieves your mind of a thousand worries put there by over-zealous advertisers. It saves you hundreds of dollars at the drug counter. And it costs you not one penny when you use the enclosed card to enter your subscription order.

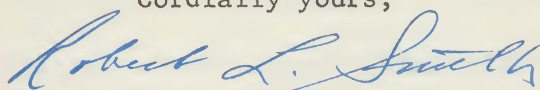
All told, this card brings you a \$10.40 value for just \$6. The next ten issues of Consumer Reports at 50¢ each. The 1967 and 1968 Buying Guide editions at \$1.95 each. And The Medicine Show, regularly \$1.50. You save \$4.40!

No need to send payment now unless you prefer. You'll be billed at a less pressing time. For note:

The first of the month is never more than 30 days away. Start your subscription to Consumer Reports today, and some of the money the magazine can save you may show up as quickly as the first of the coming month ... with lower bills to pay.

May we expect your order by return mail? We've already taken care of the postage on the reply card and on the envelope (for your convenience if you prefer to enclose payment now.)

Cordially yours,



RLS/J-2W7X
ANG 3

Robert L. Smith
for Consumer Reports

Consumer Reports PUBLISHED BY CONSUMERS UNION, MOUNT VERNON, N. Y. 10550

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NEW YORK 10550

FIRST CLASS

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MOUNT VERNON

NEW YORK

From recent letters columns in Consumer Reports

Pity the poor young husband who takes the Alpine cigarette advertisement seriously. Among the "quality gifts free with new Alpine Dividend Coupons" is an "Autumn Haze Mink Stole by Renoir" (47,185 coupons). If our young friend switches to Alpine cigarettes when he is 26, and smokes a pack a day thereafter, he can get that stole for his wife when he is 155 years old. Even the Alpine people must have noted his plight, for they provide four extra coupons in each carton. By availing himself of this "opportunity," our friend can get the stole before he is 119!

BROOKLYN, N.Y.

D.H.R.

After several years abroad, we have recently returned to the United States. In six weeks' time we have had an almost perfect record of poor service and faulty products. In one shipment of household goods . . . five items arrived broken, and two items were lost. The shipment arrived a week late. The insurance, provided through the van line, is proving slow and difficult to collect. Our tape recorder, sent to the manufacturer for servicing, was incorrectly packed at the factory—they did not follow their own instructions—and arrived battered and inoperative. A "new improved" replacement motor for our turntable arrived with a defect that necessitated a return to the factory. A new air conditioner was delivered with a faulty thermostat. Our factory-delivered Volkswagen developed trouble and needed a new engine at 16,000 miles. The blame was attributed to faulty servicing by VW agency mechanics. The television repair man had to be called back a second and a third time before the problem for which he had been called was cleared up. What kind of rot has set into this country? How long will it be before we sink quietly into the sea?

NACOGDOCHES, TEXAS

R.F.

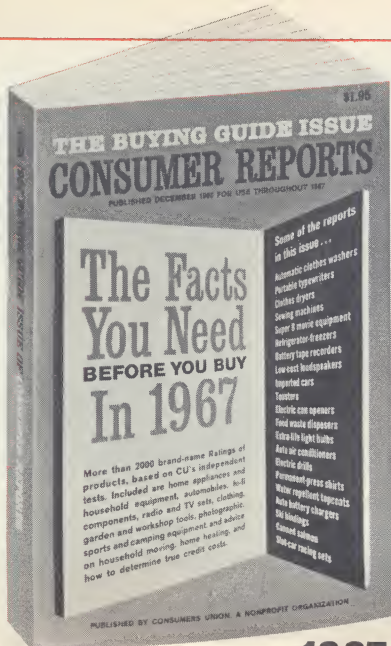
If
you, too,
feel
sometimes
you're being
"Had"...

My wife purchased a tin of nuts labeled "Mixed Nuts" which listed as the contents the following: Virginia peanuts, cashews, Brazil nuts, almonds, and pecans. The picture on the tin depicted a rather even mixture of all of these. I was somewhat amazed to find, however, upon opening it, that it seemed to consist almost solely of peanuts. I decided then to make a count in order to determine whether or not the package was deceptive. The results were as follows: peanuts, 435; cashews, 12; Brazil nuts, 3; pecans, 2; almonds, 1/2.

STANFORD, CALIF.

I.H.F.

WELCOME



Start your
subscription
with the
"Shopper's Bible"

1967 BUYING GUIDE

This 448 page handbook analyzes and rates
more than 2000 products by brand name!

Sold where available for \$1.95, this valuable handbook is one of two editions you'll receive as part of your subscription. The edition for 1967 will be shipped to you as your first regular monthly issue. Compare brands you're now using with Consumer Reports ratings. Keep it for reference when buying your new car, television set, kitchen appliances. Handy, paperback format lets you take it along whenever you shop. Among products analyzed or rated:

Television sets	Molded luggage
Bathroom scales	Radios
Hearing aids	Canned salmon
Sewing machines	Electric can openers
Electric drills	Playpens
Air thermometers	Electric heating pads
Children's auto harnesses	Clinical thermometers
Bed pillows	Refrigerators
Food waste disposers	Light bulbs
Meat thermometers	Electric toothbrushes
Autos, new and used	Antenna rotators
Men's water-repellent topcoats	Clothes dryers
Lawn fertilizers	Dishwashers
Phonograph components	Washing machines
Cameras	Automobile battery chargers
Fishing nets and creels	Children's blanket sleepers
Women's electric shavers	Tape recorders
Electric toasters	Card table sets
Stereo tape players for cars	Electric and gas ranges
Men's permanent-press shirts	Room heaters
Ice crushers	Air conditioners
Self-propelled lawn mowers	Electric food blenders
Electric coffee-makers	Slide projectors

Fully indexed for quick reference. Includes special articles on Government aids to consumers • shopping for a used car • how to choose a family doctor • buying a camera • guarding against electric shock • shopping for auto insurance • and a great deal more of the straight forward guidance that makes **Consumer Reports** valuable reading all over America.

"Consumers Union has for twenty-five years provided services on the quality of products and given advice and fairness, not only to consumers directly, but indirectly; its work has contributed to the strength of the well-being of all Americans."

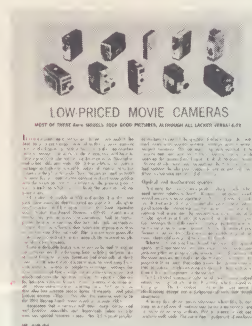
JOHN F. KENNEDY, in a congratulatory message to the publishers on the occasion of Consumer Reports' 25th anniversary.

CONSUME

The Impartial Monthly

IF reading the small print on the insurance policy, the installment contract, the bank loan application, the guarantee, the warranty, confuses you more than before . . . If the bewildering variety of packages and prices in the supermarket has you plainly buffaloe . . . If drug labels have got you licked . . . welcome to **Consumer Reports!**

This sturdy, independent journal is a monthly nonprofit magazine with the exclusive function of giving you the facts you need to know in order to buy intelligently, save money, remain satisfied with



WHO'S BEHIND CONSUMER REPORTS?

Consumer Reports is published by Consumers Union, an independent, nonprofit testing organization established in 1936 to help readers go behind advertising claims and get the actual facts about products.

The organization has no connection with any manufacturer or other commercial interest . . . does not permit its reports to be used for any commercial purpose . . . accepts no advertising . . . accepts no manufacturers' samples but buys all the products it tests in the open market . . . receives all of its income from the sale of its publications.

message received by the Reports' 25th anniversary.

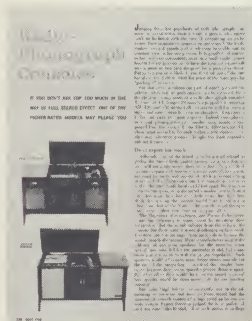
your purchase. Beholden to no one, **Consumer Reports** has no fear of telling the full truth, and reports by brand name.

Does the product perform as advertised? Is it safe? How is the design? Is the price realistic? Is its competitor a better buy? Each month, **Consumer Reports** answers such questions in a series of illustrated articles that eventually cover almost every kind of purchase you make—food, drugs and cosmetics, clothing, household supplies, home furnishings, television and audio equipment, cars.

Consumer Reports has its own shoppers buy products where you buy them—in regular retail outlets—then ship them to

our extensive laboratories where specifically trained engineers and chemists subject them to a variety of carefully controlled tests.

Each brand or model is then rated as a *Best Buy*, *Acceptable*,



or Not Acceptable on the basis of performance, design, quality of construction, durability, safety, convenience, and other quality factors. Models found to be of superior quality are check-rated so you can identify them quickly.



The facts about each brand or model, and its rating in comparison with the others are then reported to you in interesting, non-technical language, along with comments on pricing and marketing practices in the industry...hints on things to look for (or look out for) in buying or using the item...and any other information that

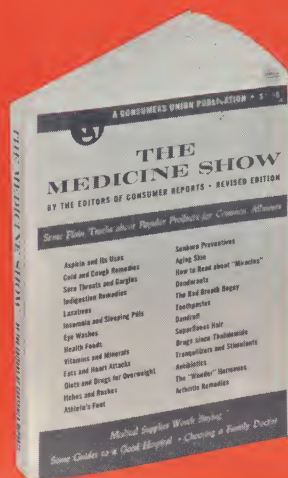
As one of your regular monthly issues, you'll receive the Annual Automobile Issue (published in the spring), a report-in-depth with pictures, descriptions, specifications, prices and ratings of the year's new cars. This past special issue covered over 50 different makes and models—compacts, intermediates, full-sized and luxury cars—and included articles on warranties, a check-list of car hazards, body and mechanical specifications.

may help you choose the model best for your particular needs ...

Consumer Reports, established in 1936, today serves more than 800,000 families. Based on a sampling of returns from 160,000 subscribers who estimated their savings from using the magazine before and during shopping, 13% put the figure at up to \$10 a year—more than enough to cover the entire cost of their subscription; 34.5% figured they were saving between \$10 and \$50. *All the rest estimated savings of \$50 to \$100 or more!*

What you save by subscribing to **Consumer Reports** can show up in next month's bills if you enter your subscription today!

"For any man or woman who, transfixed before the commercial on his television screen, still can summon from within the will to question..."



243 pages. Indexed for quick reference. Convenient paperback format and binding. Regularly \$1.50 where available in bookstores.

GET THIS VALUABLE BOOK

FREE BY SUBSCRIBING NOW!

"A good many of the ailments which... affect us all are more annoying than dangerous, more a bother than a threat. They are part of the occupational hazard of living, and it is likely that, left to our own devices, we would be quite capable of getting along with them during their comings and goings.

"But we are not left to our own devices. Indeed, we are all but overwhelmed with the devices of others, the popular products which have occupied the drugstores, which stare at us from advertisements in the newspapers and magazines, and which give us our instructions from the television screens they now command. Our peace is endangered if not our health, and at last the economic threat has become real..."

So begins one of the most discussed books published in recent years—written in laymen's language by the Editors of **Consumer Reports**—in cooperation with leading physicians and scientists. Among other revelations:

- ☐ The only significant difference among brands of aspirin, plain or buffered, is price
- ☐ Missing a few hours of sleep or even an entire night's sleep, will not have any harmful effect, temporary or permanent, on a healthy adolescent or adult
- ☐ Over the long haul, the antihistamines have proved of no real value against the common cold
- ☐ Most skin ailments are better off without the medical agents found in the hundreds of over-the-counter remedies on your druggist's shelf
- ☐ No synthetic solution can match natural tears for washing away small bits of dust, dirt, and irritating material
- ☐ No authoritative evidence exists that any cosmetic product will add to an individual's natural beauty or restore youthfulness to aging skin

"A sobering handbook... some dispassionate eye-openers on food fads, antibiotics, the common cold, skin treatment and the 600 readily available cough remedies," writes *Life* magazine about this remarkable book. "Calm, common-sense tone... interesting and useful," writes the *Washington Post*.

**Claim your free copy
of this iconoclastic,
authoritative best-seller
by mailing
the enclosed card today!**

I have been a subscriber to Consumer Reports for about six years and I just wanted to let you know how valuable your publication is. During these six years, I have bucked the ratings twice; and twice I have been sadly disappointed by my hard-headedness.

We would like to inform you of the very definite improvement we have made in the manufacturing of our seat belts, due to your recent article. We have confirmed your findings...

Your article about which gasoline to buy has already saved me approximately what is enclosed for my subscription. I have a '57 Olds and always had put in premium—never thought of the octane it needed.

My compliments on an exceptionally fine review of smoking and lung cancer. You reported the facts honestly and clearly.

Let me tell you how much I appreciate your magazine and Buying Guide Issue. I think it is finally occurring to the public that virtually every interest group except the consumer is represented in Congress. For myself, and the rest of my fellow consumers, I wish you continued success. It is nice to know that somebody speaks up for us!

I have been substantially rewarded, not only through money and assorted risks saved, but by a wealth of interesting information as well.

[illegible]

Should Doctors Profit from Prescriptions?

CONSUMER REPORTS

MARCH 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Instant-Load Autoexposure Cameras
- Stereo Tape Players for Autos
- Fishing Nets and Creels
- Low-Cost Loudspeaker Systems
- Electric Toasters
- Permanent-Press Shirts
- Buick, Mercury, Oldsmobile, Chrysler



Your Health Insurance: How Medicare Will Change It

CONSUMER REPORTS

JUNE 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- MOVIE CAMERAS
- LAWN MOWERS
- STATION WAGONS
- ICE CRUSHERS
- VIDEO TAPE RECORDER



Auto Defect Call-Backs: Is Your Car's Safety Involved?

CONSUMER REPORTS

JULY 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

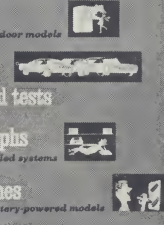
- Family Bus Wagons
- Garden Sprayers
- Molded Luggage
- Multiple-Speed Electric Drills
- AM Table Radios
- Canned Salmon

Glass Chillers - Personal Desk Fans

CONSUMER REPORTS

AUGUST 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Refrigerators
- Corvette, Mustang, Dodge Charger road tests
- Compact Phonographs
- Electric Toothbrushes



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Men's Electric Shavers - Guide to Household Adhesives

CONSUMER REPORTS

SEPTEMBER 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

AUTO BUYING GUIDE

- Quality Ratings covering more than 100 models of the 1967 cars
- Frequency-of-Repair Records for 44 domestic models
- What the new car warranties promise - and what they actually deliver
- The safety of cars... today and next year
- Road tests of the 1967 Volkswagen




Are Moving Van Lines Going to Treat You Better?

CONSUMER REPORTS

SEPTEMBER 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Washing Machines
- Clothes Dryers
- Super 8/Single 8 Movie Projectors
- Playpens
- Volvo and Triumph
- TV Repairs



Volkswagen 1300, Opel, and Toyota Road Tests

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OCTOBER 1968 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Refrigerator-Freezers
- Heating Pads
- FM/AM Table Radios
- Scouring Powders
- Shotguns
- Children's Blanket Sleepers




Contact Lenses - CAN YOU BUY THEM SAFELY?

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MARCH 1969 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Vacuum Cleaners
- Ford - Chevrolet - Plymouth - Falcon Station Wagons
- Phono Cartridges
- Television Sets
- Life Insurance, Part III
- Dishwasher Repair Records



WHISKIES - Canadian Imports and Domestic Blends

CONSUMER REPORTS

FEBRUARY 1967 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

- Chevelle, Fairlane, Belvedere, Buick Special, Rambler Rebel
- Steam Irons
- Life Insurance, Part II
- 35 mm SLR Cameras
- TV Repair Services
- FM Car Radios - Paper Towels
- Paint Roller Covers
- Small-Screen TV Set for \$70
- Roto Vinyl and Linoleum Floor Coverings



Color TV - RATINGS OF 12 LARGE-SCREEN SETS

CONSUMER REPORTS

MAY 1967 / FACTS YOU NEED BEFORE YOU BUY / NO ADVERTISING / 50 CENTS

Life Insurance

BEGINNING A THREE-PART SERIES ON HOW TO BUY

Chevrolet - Ford - Plymouth Pontiac - Ambassador Road Tests

Soldering Tools

Food Mixers


Household Detergents

Christmas Buying Issue

CONSUMER REPORTS

NOVEMBER 1968 / NO ADVERTISING

- Portable Typewriters
- Battery Tape Recorders
- Card Table Sets
- Ski Bindings
- Microscopes
- Electric Can Openers
- Auto Battery Chargers
- Slot-Car Racing Sets
- Electric Clothes Brushes
- "Sunglass" TV Set
- Portable Snow Thrower
- Automatic Steam Cooker



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ONE YEAR OF CONSUMER REPORTS FOR ONLY \$6.00

(beginning with the 1967 BUYING GUIDE Issue)

and you get

THE MEDICINE SHOW **FREE**

Send me **The Medicine Show** now, and bill me for
my **Consumer Reports** subscription later.



NAME _____

(please print)

ADDRESS _____

CITY _____

STATE _____

ZIP
CODE _____

- ☐ If you prefer to enclose your payment now, check here.
- ☐ Check here if you want a full two years (24 issues) for \$10.

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